

# **Johnson County Tourism Association**

## **Board Meeting Minutes**

**January 14, 2020**

**Bomber Mountain Civic Center**

**Attending Board Members:** Cathy Bradley, Harold Anton, Jake Kennedy, Sylvia Bruner, Jill Smith, Susan Moyes, Jennifer McCormick, Claudia Todd (guest), and Rick Meyer (guest).

**Call to Order:** Anton called the meeting to order at 3:07 pm.

### **Approve:**

- December Meeting Minutes – Kennedy made motion to approve minutes, Kennedy seconds. Motion carries.
- Treasurer’s Report – Bradley presented the Treasurer’s report. Smith made motion to approve the treasurer’s report, Moyes seconds. Motion carries.
- September Bills – Bruner made motion to approve the January bills, Moyes seconds. Motion carries.

### **Old Business:**

- Lodging Tax Promotion: Smith has spoken with Robb Hicks and will be communicating with the newspaper about a story relating to the public the benefits locally of the lodging tax.
- Kaycee Board Member: Moyes stated she is working on getting a Kaycee board member for the JCTA board and will report back at the next meeting.

### **New Business:**

- Hoofprints of the Past Community Grant: Laurel at HofP Museum in Kaycee had been awarded a community grant in 2019. This grant was for the tours of the Kaycee area offered by the museum. The museum did not have to use the funds for advertising, but did purchase new signs advertising the museum. They are requesting that the allotted grant funding be applied to the signs instead of the marketing for the tour. Board discussed and decided the signs fit the parameters of the JCTA community grant program. Bradley motioned to approve payment of the grant for the signs, Kennedy seconds. Motion carries. There were 2 nay votes to this action: Moyes and Anton.
- Governor’s conference on Travel and Tourism: Todd volunteered to attend the conference on behalf of JCTA and report back the results.
- 1% Grant and Visitor Center: Board discussed. It was decided to leave up to the chamber to secure funding for the visitor center as they are the owners of the facility.
- Claudia Todd: Todd presented marketing ideas to the board for the Real America Guide and the Real America map. Smith would like for Todd to see if there is an online component that bundles with the guide and the map.
- Visit Cheyenne Annual Report: Bruner presented the board with the annual report for Visit Cheyenne for the board to review.

**Business Meeting Adjourned:** Adjourned at 3:53 pm

**Next meeting will be: February 11, 2020 at 3:00 pm.**

# **Johnson County Tourism Association**

Board Meeting Minutes

February 11, 2020

Bomber Mountain Civic Center

**Attending Board Members:** Harold Anton, Clay Miller, Jill Smith, Sylvia Bruner, Jennifer McCormick (admin), Claudia Todd (guest).

**Call to Order:** There was no quorum in attendance for the meeting. Board discussed topics on the agenda. Agenda will carry over to next month.

## **Approve:**

- Treasurer's Report – Anton reviewed account balances for board members present.
- February Bills – Anton reviewed January bills for board members present.

## **New Business:**

- WYOMING BEST Tourism Program – Bradley was called to vote by phone on participation in the WYOMING BEST Tourism program. This is a Co-op program thru the State of Wyoming Dept of Tourism. Smith went over details of the program for the board. Bruner motioned that JCTA participate in the program. Miller seconds. Motion carries (Bradley voted by phone).
- Board discussed state efforts to raise the statewide lodging tax to 3%. If this attempt by the state fails the JCTA board will pursue a raise in county lodging tax to 4%.
- Miller may attend RMI conference.
- Board would like a list of all community grants for 2019 that were not collected by the grantee.
- Smith will draft a letter to Johnson County to be reviewed and signed by Anton requesting administrative services for JCTA from Johnson County.
- Fort Phil Kearny billboard is down and needs immediate repairs. McCormick will contact the fort association about these necessary repairs.

**Business Meeting Adjourned:** Adjourned at 3:53 pm

**Next meeting will be: March 10, 2020 at 2:00 pm.**

**Respectfully Submitted:** Jennifer McCormick

# **Johnson County Tourism Association**

## **Board Meeting Minutes**

**March 10, 2020**

**Bomber Mountain Civic Center**

**Attending Board Members:** Harold Anton, Clay Miller, Jill Smith, Jake Kennedy, Cathy Bradley, Cole Burnham, Susan Anton, and Jennifer McCormick (admin).

**Call to Order:** 2:04 PM

### **Approve:**

- Meeting Minutes for January and February – Miller made a motion to approve the meeting minutes for January and February, Kennedy seconds. Motion carries.
- January and February Treasurer’s Report – Bradley presented the Treasurer’s Reports. Smith motioned to approve the treasurer’s reports for January and February. Miller seconds. Motion carries.
- March Bills – Bradley reviewed January bills for the board. Kennedy motioned to approve payment for the March bills. Miller seconds. Motion carries.

### **Old Business:**

- Lodging Tax Promotion: Board discussed Wyoming Lodging Tax bill that was passed by Governor Gordon and what this means for the Lodging Tax increase that was to be pursued by JCTA on the 2020 ballot. Board asked that McCormick ask Mike Madden to speak to the JCTA board at the next regular board meeting (April 14, 2pm). Madden will know how the bill will affect the JCTA lodging tax promotion.
- WYOMING BEST Tourism: Board decided on a November start date for participation in the program.

### **New Business:**

- Board Member Elections: Smith nominated Jill Smith for Chairperson, Harold Anton as Vice-Chair, and Catherine Bradley as Treasurer of the JCTA Board of Directors. Miller seconded the motion. Motion carries. McCormick will get the signer cards for the ANB Bank accounts changed to reflect the current executive board members as signers.
- County Administrative Assistance: Discussion tabled until next meeting.
- I-90 Billboard: Billboard on Mr.R’s property: The wrap has been received and will be installed during the week of March 9-13. Ft. Phil Kearny billboard: Board suggested getting someone out to prop up the billboard until Dave Stallwood returns from New Jersey to repair the billboard.
- Outstanding Grants from 2019/2020 Cycle: McCormick reviewed grant funds that were not claimed from the 2019/2020 grant cycle. Buffalo Chamber of Commerce grant for the Heritage Festival was the only grant that was not claimed.

**Meeting Adjourned:** 2:50 PM

**Grant Presentations began at 3:00 PM.**

**Next Board Meeting:** April 14, 2020 at 2:00 PM.

# Johnson County Tourism Association

## Board Meeting Minutes

April 14, 2020

Bomber Mountain Civic Center

**Attending Board Members:** Harold Anton, Clay Miller, Jill Smith, Sylvia Bruner, Cathy Bradley, Cole Burnham, Susan Moyes, Claudia Todd (guest) and Jennifer McCormick (admin).

**Call to Order:** 3:05 PM

### Approve:

- Meeting Minutes for March – Miller made a motion to approve the meeting minutes for March, Bradley seconds. Motion carries.
- March Treasurer’s Report – Bradley presented the Treasurer’s Reports. Miller motioned to approve the treasurer’s reports for March. Anton seconds. Motion carries.
- April Bills – Bradley reviewed March bills for the board. Moyes motioned to approve payment for the March bills. Miller seconds. Motion carries.

### New Business:

- **Billboard Inspections and Maintenance:** Board discussed having Honey Do (Dave Stallwood continue billboard inspections and routine maintenance. Bradley moved to have Stallwood continue for the 2020/2021 fiscal year and for him to submit a bid for repairs to the Fort Phil Kearny billboard. Moyes seconds. Motion carries.
- **Administrative and Marketing Assistance:** Smith informed the board that Claudia Todd and JOCO will be able to help with marketing assistance and Johnson County Commissioner’s secretary will be able to assist with administrative work for the JCTA board.
- **COVID-19 Local and State:** Miller noted that most organizations and businesses are pulling back from marketing for this upcoming spring/summer tourism season. Smith noted that less paid marketing could be done and there be a more expansive use of the JCTA Facebook page, in conjunction with the Chamber of Commerce, to disseminate information to the public. Board discussed cancellations and cancellation polies for reservations during pandemic. Smooth noted an interesting trend that the drive markets are projected to return by Memorial Day with no word on when the fly in market will return to the state. Also noted, the international market will not recover for the 2020 spring/summer tourism season. The board discussed a drive market and local marketing push for the spring/summer tourism season. The board also discussed organizing Thank You packages for front line pandemic workers.
- **Buffalo Bulletin Vista (request for funding):** Smith presented to the board a request from Robb Hicks at the Buffalo Bulletin for \$6,400 from JCTA to print the VISTA tourism piece. Board discussed and decided this was not in the parameters of their bylaws to grant this request. Smith will approach Hicks with the offer to place a JCTA ad in the VISTA. Smith will let the board know the results at the May meeting.
- **Advertising/Marketing moved to May Meeting:** Board decided to move advertising and marketing proposals and discussion to May meeting. The board will have a better financial picture in May.
- **Letter to Grant Recipients:** Letter will be sent out to grant recipients regarding event status at this time. Are there any plans to cancel or go forward with the events?

**Meeting Adjourned:** 4:15 PM

**Next Board Meeting:** May 12, 2020 at 2:00 PM.

# **Johnson County Tourism Association**

## **Board Meeting Minutes**

**May 12, 2020**

**Bomber Mountain Civic Center**

**Attending Board Members:** Harold Anton, Jill Smith, Sylvia Bruner, Cathy Bradley, Cole Burnham, and Jennifer McCormick (admin).

**Call to Order:** 2:08 PM

### **Approve:**

- Meeting Minutes for April – Anton made a motion to approve the meeting minutes for April, Burnham seconds. Motion carries.
- April Treasurer’s Report – Bradley presented the Treasurer’s Reports. Bruner motioned to approve the treasurer’s reports for March. Burnham seconds. Motion carries.
- May Bills – Bradley reviewed May bills for the board. Bruner motioned to approve payment for the March bills. Anton seconds. Motion carries.

### **New Business:**

- I-90 Billboard Wrap: Bruner will contact Rocky Mountain Sign, Design, and Print regarding the way the wrap was installed on the billboard. Anton will go out and take photos of the billboard as it currently looks. McCormick will ask Dave Stallwood to go out and measure the billboard.
- Fort Phil Kearney Billboard: The estimate for Honey Do’s Handyman Service to rebuild the FPK billboard is \$2600.00. Bradley motioned to accept the estimate and contract with Honey Do’s for the billboard construction. Anton seconds. Motion carries. Anton will contact Dave Stallwood and get the project moving forward.
- YESCO Contract: Contract for renewal is the billboard on I-25 at Douglas, Wyoming. The monthly cost of the billboard will go from \$292.30 to \$300.00. Bradley moved to renew the contract with YESCO. Bruner seconds. Motion carries.
- Kaycee Billboard: One of the billboards near Kaycee is peeling on a top corner of the wrap. Board discussed that the billboards for Kaycee had, in the past, been handled by the Kaycee Chamber of Commerce with JCTA funding the upkeep and necessary repairs. Smith will reach out to the Kaycee Chamber about the billboard, get an estimate, and report back to the JCTA board.
- Lodging Tax: Board decided to set up a meeting with Mike Madden to have him explain how the recent passing of a state lodging tax bill will affect Johnson County. McCormick will contact Madden and Mayor Schrader about the meeting. Smith will coordinate with Commissioner Novotny.
- Marketing Proposals: Board went over proposals from Sheridan Media and Madden Media. The board decided not to go with either proposal for the time being, due to uncertain funding. Anton suggested an ‘Explore Your Back Yard’ campaign on the JCTA Facebook page. Smith will contact Jeanie Briscoe with JHL Creative about coming up with some Facebook ads.
- Budget Discussion: Board discussed and set their budget for the 2020/2021 fiscal year.

**Meeting Adjourned:** 4:15 PM

**Next Board Meeting:** September 8, 2020 at 3:00 PM.

Johnson County Tourism Association/Lodging Tax Joint Powers Board

Tuesday, June 2, 2020 at 2:00 p.m. at the Bomber Mountain Civic Center

Present: Jill Smith, Harold Anton, Cathy Bradley, Clay Miller, and Sylvia Bruner

Meeting was called to order at 2:00 p.m.

We voted on the following:

The board has decided to move forward with a 2% tax on the Nov 2020 ballot. I will coordinate with Julie, Bill and the city/county to be sure all our ducks are in a row with submitting that request.

The board voted to designate \$2500 to three advertising programs:

1. \$1000 to the Casper Star Tribune drive market staycation guide. Harold is leading this effort
2. \$1000 to a co-op advertising program with the Wyoming Office of Tourism. The WOT provides a matching \$1000 to execute the program. This is also focused on drive market travel.
3. \$500 to JHL Creative (Jeanie Briscoe) to run a test set of Facebook advertisements with additional focus on local and drive market travel. We will assess success and determine if we will allocate additional funds for her to manage this program.

The board also voted to elect Sylvia as secretary. This will allow Claudia to take on marketing activities at \$300/mo. Sylvia noted the bylaws state we need a Secretary and nominated herself to take the position. She will oversee minutes and agendas and small admin tasks as needed. THANK YOU!

We also spoke about continuing to have workshops in July and August. These are not formal meetings, but rather an opportunity for available board members to meet and keep balls in motion with so much activity around COVID related advertising and our upcoming 2% election. I will coordinate those workshops and anyone who can make it, your attendance is much appreciated, but hopefully you are busy with overnight guests!

Claudia and Jen are coordinating on trainings. I had a meeting yesterday and confirmed with Rick Myers, president of JOCO, that the \$300/mo works for all parties and that we'll revisit when the BEST plan is delivered to see if we need to amend scope of work and monthly payment.

I am reaching out to the county about having them manage our QuilckBooks/bill pay. Cathy does not currently have access. I will also ask the county about utilizing their offices in the courthouse for JCTA storage needs. This keeps our materials in a neutral location and not affiliated with another board.

I will also have Jen connect me with Mike Madden to coordinate PAC next steps.

Minutes submitted by Jill Smith

The meeting was adjourned at 3:00

**Johnson County Tourism Association/Lodging Tax Joint Powers Board**

**Special Meeting**

**Tuesday, August 4, 2020 at 4:00 p.m. at the Bomber Mountain Civic Center**

**The special meeting was called for the purpose of addressing two issues. One, to hire an administrative consultant through the end of September, 2020. Two, to select an accountant/bookkeeper.**

**Attending in person were chairperson Jill Smith and secretary Sylvia Bruner. Attending via zoom were treasurer Cathy Bradley and member Susan Moyes. Attending via telephone was vice-chair Harold Anton. Bruner also held and presented proxy votes from member Clay Miller.**

**The meeting was called to order at 4:09**

**New Business:**

**The topic of hiring Jennifer McCormick as a consultant for the months of August and September was discussed. Bradley moved that McCormick being hired at a rate of \$100 per month with a termination date of September 30, 2020. This allows for approximately five hours of work each month. Anton seconded the motion. No further discussion. Motion passed with all in favor.**

**The three bookkeeping proposals which had been submitted and dispersed to board members were discussed. Bradley moved that the board accept the proposal by Golden Rule Bookkeeping. Moyes seconded the motion. No further discussion. Motion was passed with five aye votes and one abstention/nay.**

**The meeting was adjourned at 4:36**

## **Johnson County Tourism Association/Lodging Tax Joint Powers Board**

Tuesday, September 8, 2020 at 3:00 p.m. at the Bomber Mountain Civic Center

In attendance: chairperson Jill Smith, vice-chair Harold Anton, treasurer Cathy Bradley, secretary Sylvia Bruner, Cole Burnham, and Susan Moyes (attending via telephone). Guest Claudia Todd from the Bomber Mountain Civic Center.

The meeting was called to order at 3:00

**Minutes Approval:** the minutes of the June meeting and the August special meeting were reviewed and approved. Anton moved, Bradley seconded. All in favor.

**Treasurer's Report:** the treasurer's report and bill pay list were reviewed and approved as presented. Bruner moved, Anton seconded. All in favor. The bills approved for payment were to the Casper Star Tribune and bookkeeper Chanda Rule. Bradley reported the money market account balance as of August 31 was \$135,287.28 and the checking account balance as of August 31 was \$14,678.89. Bradley planned to visit with Chanda Rule about options other than the money market account to determine if we could be gaining a higher interest rate.

Board update: Moyes reported that Laurel Foster (curator at the Hoofprints of the Past Museum in Kaycee) will be appointed by the commissioners to fulfill the county requirements. It was also reported by *Sheridan Media* that the city appointed Jennifer McCormick to the board beginning next month (Jake Kennedy has gone off the board – thank you to Jake for your service!). Further discussion about board members included the thought that it could be useful to have a hotel representative on the board again.

### **Old Business:**

Budget revisit: discussion was held about the downturn in this summer's revenue due to COVID. There are concerns that the budget may need to be adjusted. Anton reminded those present that the funding in the money market account can be accessed to meet our mission. Bruner also noted that JCTA was due to receive over \$50,000 from the state for COVID-related expenses, which might cover some of our costs if they are re-worked to include COVID marketing. It was decided to wait to formally revisit the budget. No action needed.

Lodging tax vote update: Commissioner Novotny was unable to attend the meeting, so Smith shared updated information she had received from the county attorney's office. There appears to be general confusion regarding the impact the new statewide tourism tax (HB0134) is having on all county's ability to increase local taxes. Assistant county attorney Barry Crago determined that if we were to pursue an increase in local tax collections this year (as we had intended to do), we would be required to define it as a 4% tax instead of a 2% tax. Given the current financial issues residents are facing, Crago and the county commissioners recommend we not pursue the increase at this time, but delay it for a future effort. Bruner motioned to terminate our plans to ask for an additional 2% local increase to be on the 2020 ballot. Bradley seconded, all in favor.

### **New Business:**



## **Johnson County Tourism Association/Lodging Tax Joint Powers Board**

Tuesday, September 8, 2020 at 3:00 p.m. at the Bomber Mountain Civic Center

In attendance: chairperson Jill Smith, vice-chair Harold Anton, treasurer Cathy Bradley, secretary Sylvia Bruner, Cole Burnham, and Susan Moyes (attending via telephone). Guest Claudia Todd from the Bomber Mountain Civic Center.

The meeting was called to order at 3:00

**Minutes Approval:** the minutes of the June meeting and the August special meeting were reviewed and approved. Anton moved, Bradley seconded. All in favor.

**Treasurer's Report:** the treasurer's report and bill pay list were reviewed and approved as presented. Bruner moved, Anton seconded. All in favor. The bills approved for payment were to the Casper Star Tribune and bookkeeper Chanda Rule. Bradley reported the money market account balance as of August 31 was \$135,287.28 and the checking account balance as of August 31 was \$14,678.89. Bradley planned to visit with Chanda Rule about options other than the money market account to determine if we could be gaining a higher interest rate.

Board update: Moyes reported that Laurel Foster (curator at the Hoofprints of the Past Museum in Kaycee) will be appointed by the commissioners to fulfill the county requirements. It was also reported by *Sheridan Media* that the city appointed Jennifer McCormick to the board beginning next month (Jake Kennedy has gone off the board – thank you to Jake for your service!). Further discussion about board members included the thought that it could be useful to have a hotel representative on the board again.

### **Old Business:**

Budget revisit: discussion was held about the downturn in this summer's revenue due to COVID. There are concerns that the budget may need to be adjusted. Anton reminded those present that the funding in the money market account can be accessed to meet our mission. Bruner also noted that JCTA was due to receive over \$50,000 from the state for COVID-related expenses, which might cover some of our costs if they are re-worked to include COVID marketing. It was decided to wait to formally revisit the budget. No action needed.

Lodging tax vote update: Commissioner Novotny was unable to attend the meeting, so Smith shared updated information she had received from the county attorney's office. There appears to be general confusion regarding the impact the new statewide tourism tax (HB0134) is having on all county's ability to increase local taxes. Assistant county attorney Barry Crago determined that if we were to pursue an increase in local tax collections this year (as we had intended to do), we would be required to define it as a 4% tax instead of a 2% tax. Given the current financial issues residents are facing, Crago and the county commissioners recommend we not pursue the increase at this time, but delay it for a future effort. Bruner motioned to terminate our plans to ask for an additional 2% local increase to be on the 2020 ballot. Bradley seconded, all in favor.

### **New Business:**